

## Order Item Summary

CBS TELEVISION  
STATIONS

KDKA-TV

Order ID: 57011   CF   LOC-POL   FBD - LBD: 10/16/12 - 10/22/12   HL#:   Created: 10/15/12 02:35 PM

Client: FRIENDS OF MATT SMITH (172688)   CPE: / /   Agency Commission: 15 %   Updated: EMENDEL on 10/15/12 03:31 PM

Agency: MESSAGE & MEDIA INC. (22198)   Product: FRIENDS OF MATT SMITH   Self Protect.: :00:00   Confirmed: 10/15/12 02:47 PM

Buyer:   Demo: HHOLDS   DMA RTG   Sched. Code: B   Contract: 10/16/12 08:58 AM

AE: Brian Butz-1-KDKA-TV   Billing Int: Monthly   BM: SS

Share: 0%   WTAE: 0%   WPXI: 0%   WPGH: 0%   WPMY: 0%   WPCW: 0%   CABLE: 0%

PRINT AT STATION. ALL RATES ARE NON PRE-EMPTIBLE UNLESS NOTED OTHERWISE. PAID FOR BY FRIENDS OF MATT SMITH. MARK INVOICE PAID,

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MLOCAL5A	0 1 1 1 1 0 0	MORN	30	D			0.0	\$380.00	4	\$1,520.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
002	MLOCAL5A	M * * * * *	MORN	30	D			0.0	\$380.00	1	\$380.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
003	MLOCAL6A	0 2 1 1 1 0 0	MORN	30	D			0.0	\$600.00	5	\$3,000.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
004	MLOCAL6A	M * * * * *	MORN	30	D			0.0	\$600.00	1	\$600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
005	MEARLY	0 1 1 1 1 0 0	MORN	30	D			0.0	\$340.00	4	\$1,360.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
006	MEARLY	M * * * * *	MORN	30	D			0.0	\$340.00	1	\$340.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	DLOCAL9A	0 1 1 1 1 0 0	DAY	30	B			0.0	\$150.00	4	\$600.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	4										

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Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: B	Contract: 10/16/12 08:58 AM	
AE: Brian Butz-1-KDKA-TV	Billing Int: Monthly	BM: SS		
Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	DLOCAL9A	M * * * * *	DAY	30	B			0.0	\$150.00	1	\$150.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	NNOON	0 1 1 1 1 0 0	NEWS	30	B			0.0	\$585.00	4	\$2,340.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	NNOON	M * * * * *	NEWS	30	B			0.0	\$585.00	1	\$585.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	N4EARLY	0 1 2 1 1 0 0	NEWS	30	D			0.0	\$540.00	5	\$2,700.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	N4EARLY	M * * * * *	NEWS	30	D			0.0	\$540.00	1	\$540.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	N5EARLY	0 2 1 2 1 0 0	NEWS	30	D			0.0	\$860.00	6	\$5,160.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	N5EARLY	M * * * * *	NEWS	30	D			0.0	\$860.00	1	\$860.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

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Buyer:	Demo: HHOLDS DMA RTG	Sched. Code: B	Contract: 10/16/12 08:58 AM	
AE: Brian Butz-1-KDKA-TV		Billing Int: Monthly	BM: SS	
Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	NEARLY01	0 1 2 1 2 0 0	NEWS	30	B			0.0	\$990.00	6	\$5,940.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/19/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	NEARLY01	M * * * * *	NEWS	30	B			0.0	\$990.00	1	\$990.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 22</u>										
	10/22/12	10/22/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	NLATE03	0 1 1 0 0 0 0	NEWS	30	B			0.0	\$1,890.00	2	\$3,780.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/17/12	2										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	NEWSSAT6A	* * * * * S *	NEWS	30	B			0.0	\$300.00	1	\$300.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/20/12	10/20/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
019	NEWSSAT8	* * * * * S *	NEWS	30	D			0.0	\$450.00	1	\$450.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/20/12	10/20/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	NEWSSAT7P	* * * * * S *	NEWS	30	B			0.0	\$650.00	1	\$650.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/20/12	10/20/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	WFINAN630AM	* * * * * S	BNSP	30	B			0.0	\$135.00	1	\$135.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/21/12	10/21/12	1										

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Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
022	WKDPG08	* * * * * S	KDPG	30	B			0.0	\$100.00	1	\$100.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/21/12	10/21/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
023	WCBSSUN	* * * * * S	MORN	30	B			0.0	\$630.00	1	\$630.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/21/12	10/21/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
024	WFACE03	* * * * * S	FACE	30	B			0.0	\$585.00	1	\$585.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/21/12	10/21/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
025	NCBS7PM01	* * W * * * *	CNWS	30	B			0.0	\$990.00	1	\$990.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/17/12	10/17/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
026	LCSIMIAMISAT01	* * * * * S *	LATE	30	B			0.0	\$135.00	1	\$135.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/20/12	10/20/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
027	PDEBATETU	* T * * * * *	CARD	30	B			0.0	\$2,600.00	1	\$2,600.00		
	LUR												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/16/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
028	SSHOWDOWN3	* * * * * S	LOCS	30	D		SPORTS	0.0	\$540.00	1	\$540.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
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Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%				

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
029	D11AM	* T * * * * *	PRIC	30	B			0.0	\$495.00	1	\$495.00		
	<u>FBD</u>	<u>LBD</u>	<u>Oct 15</u>										
	10/16/12	10/16/12	1										

Order Totals						
Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	60	0	\$38,455.00	\$32,686.75	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$38,455.00	\$32,686.75	\$0.00	\$0.00